

Subject: Miscommunication regarding trolley service

From: Lorena Parker <lparker@sanpedrobid.com>

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To: Andrew Silber <andrew@whaleandale.com>

CC: Elise Swanson <eswanson@sanpedrochamber.com>, "Bezmalinovich, Augie" <abezmalinovich@portla.org>, Andy Pham <apham@sanpedrobid.com>

Good morning Andrew,

I heard there was a miscommunication regarding the trolley last week while I was out of town that I wanted to clarify with you.

Katherine Gray had requested that we run a special trolley on June 15th for a cruise ship that holds about 680 guests. Upon receipt of that information, I contacted Susan Kaplon-Wong to inquire about running the trolley. She informed me that there would only be about 50 people that weren't committed to other tours, etc. and she did not recommend that we run the trolley. When Katherine called me after that I informed her about my discussion with Susan and therefore were not going to run the trolley. I'm not sure why that information was not communicated to you.

A few months ago, Katherine had requested that we run a trolley for a Princess cruise ship ports o' call. I did take extraordinary steps that time to set up a special kiosk, pay a tourism ambassador, and run a trolley that day. We had a total of 15 riders the whole day. Passengers were mostly getting on tour buses because there was no coordinated effort or notice to their passengers that they could ride a trolley.

The problem was lack of communication with the cruise lines. In order for us to be able to attract the cruise passengers we need to communicate with them AHEAD of time and coordinate with them. Fortunately, we have started to make contact with the cruise operators (we've now had two meetings with them) to plan out our cruise strategy. We are very excited about this new opportunity.

We remain committed to establishing a cruise ship plan and keep passengers in San Pedro. We will continue to work on our plan and execute accordingly.

Sincerely,

Lorena Parker
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